

*JITTA*

JOURNAL OF INFORMATION TECHNOLOGY THEORY AND APPLICATION

## FIVE EXCITING NEW PAPERS: A NEW KIND OF JOURNAL REACHES NEW HEIGHTS

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The very high level of papers that we have been able to publish this year is a vindication of our idea for *JITTA* and the value that the journal offers to readers and authors. With this issue, *JITTA* has continued to reach for and to achieve new heights of substance and quality. Researchers have responded to the value that accrues to them when they publish their work in a journal that can evaluate and publish well done work very quickly. Additionally, the journal's wide availability, online, through Proquest, and in print, has made it one of the most read journals for research in IS. In consequence, *JITTA* is acquiring access to some of the best and most interesting new research in the information systems discipline.

This issue is led by three powerful research papers, each of which is written in the form of a research essay. The contribution of each of them is obvious and substantial.

In our lead research article **Polanski** and **Johnston**, in "Potential of custom in overcoming legal uncertainty in global electronic commerce," develop the argument that accepted practices among the Internet community could become the basis for law based on custom. They point to an urgent need for law to govern transactions in global B2B electronic commerce. For obvious reasons national laws cannot entirely satisfactorily govern such commercial activity. The authors review the concept of international law based on custom, point to weaknesses of the current theory and practice of customary law, and propose solutions. They address issues such as

what constitutes a custom, whose practices should create a custom, and other issues. The paper has important potential implications for the IT industry and the IT-using business community for the importance of developing good, well understood practices so that these practices can become the custom that becomes the source of future law.

In "Employing a multilevel secure approach in CRM systems," **Jukić, Jukić, Meamber, and Nezek** show how it is practical to apply multilevel secure data models, to customer relationship management systems in a flexible and economical manner. Originally developed to manage access to military data with multiple levels of secrecy by personnel with various levels of access, such systems essentially allow for a kind of loose coupling between the data and the customers, so that the optimal amount of data can be provided to each of a number of different classes of customers and so that the access characteristics of the customer and of the data can be updated independently.

**Patel**, in "Emergent forms of IT governance to support global e-business models," develops an IT governance framework to support the integration of Internet technology into the business models of the firm. The framework assumes that the technologies required to support businesses will themselves have to be fluid and that the organizations will be emergent. In addition, IT governance must allow IT to cater to the needs of suppliers, business partners and customers, as well as internal users. Patel defines models

for IT governance and eleven essential governance activities.

**Carroll, Howard, Peck, and Murphy**, in “A field study of perceptions and use of mobile telephones by 16 to 22 year olds,” develop a model of technology appropriation and use it to study the way that teenagers and young post-teenagers evaluate mobile communications technology and integrate it into their culture. In this very interesting qualitative field study, they use a variety of methods to collect data about participant characteristics, issues that participants thought were important, the behavior of participants in their use of the technology in a social setting, and their own interpretation of this behavior as individuals and in groups. The results of the study may have some very important implications for the design of new technology products to insure a high likelihood of appropriation and persistent use.

The study also might be considered as a template for other research on technology adoption. For its high level of apparent rigor and richness, it would appear to have been done without the use of excessive resources. It might therefore be considered a good example in terms of economy as well as quality.

**Kimery and McCord’s** “Third-party assurances: mapping the road to trust in e-

retailing” is an empirical paper that presents early results of a study of the impact of third party assurance seals on customer’s intent to purchase. The authors developed a research model that relates seal characteristics to trust in the retailer. This trust is further related to perceived risk and attitude and eventually to intent to purchase. They test the model experiments using simulated websites.

On another note, it gives me a great deal of pleasure to welcome three new senior editors to the journal: Kevin Crowston (Syracuse University), T.P. Liang (National Sun Yat Sen University), and Henk Sol (Delft University of Technology). None of the three is a stranger to *JITTA*, of course. Profs. Liang and Crowston have been on our masthead as part of the Editorial Review Board and Prof. Sol is on our Senior Advisory Board. In addition, each of them has helped us out by acting as an *ad hoc* senior editor when our volume of submissions was too heavy for us to handle. The volume of submissions to *JITTA’s* continues to grow. Please help me to welcome the three of them to our ranks of senior editors.

Ken Peffers  
Editor-in-chief